Cowboy Joe's

SHIRT STYLES
For MEN and BOYS
Terrific Novelty Hits
that are sweeping the Nation!

1925 *Silver Anniversary* 1950

TWENTY-FIVE YEARS
LEADERSHIP
NOVELTY SHIRT SPECIALISTS

JEWELED ORNAMENTS

Exclusive with us!

DIAMOND JIM
For Motorcycle Clubs, Square Dances, Rodeo.

No. 9650D—Newest Western Shirt Sensation . . . "DIAMOND JIM" . . . of Spun Rayon Gabardine. Gold plated and contrasting sparkling jewel ornaments on collar, cuffs and flaps. Colors: black, royal, maroon, forest green. Sizes 14 to 16. Packed 1/3 dz. solid color. *Terrific Leader* Doz. **48.00**

JOEL ISAACS SHIRT CO., INC.
1200 Broadway • New York 1, N. Y.

Received
April 7, 1950

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NEW YORK, N. Y.
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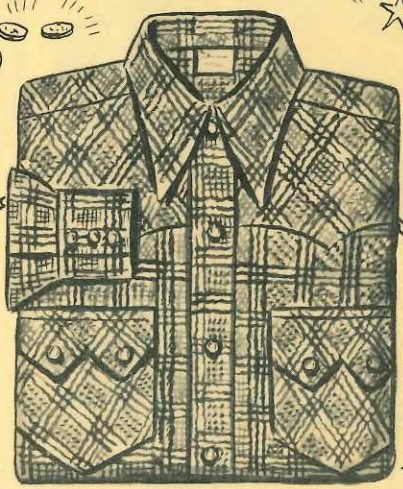
Cowboy Joe's Anniversary Gift of Sizzling Western Shirt Sensations

GAY . . . COLORFUL . . . FANCY DRESS-UP WESTERN SHIRTS

For SQUARE DANCES . . . RODEOS . . . MOTOR CLUBS . . . All the Rage!

No. 9509D—RODEO CHAMP. Sizzlin Western of Shangri-La Satin in two-tone. Gold plated shank buttons. Double button flap pockets. Colors: gold/royal, black/white, maroon/grey and reverse colors. Sizes 14 to 16. Packed 1/3 dz. Doz. **48.00**



No. 9800D — CERTIFIED CHECK PLAIDS. Sanforized Cotton Glen Plaids. White ivory metal rim snap buttons. It's a "wow." Colors: tan, green, blue, black. Sizes 14 to 16. Packed 1/3 dz. asst. colors. *Exceptional Value* Doz. **36.00**

SEE FRONT COVER FOR DIAMOND JIM

Exclusive WESTERN STYLING by STYLE MASTER Cowboy Joe

No. 9500D — WACO KID LUCKY HORSESHOE motif in multicolor embroidery. Spun Rayon Gabardine. Gold plated shank buttons thruout. Embroidery on collar, front and pockets. Colors: maroon, forest green, royal, maize. Sizes 14 to 16. Packed 1/3 dz. Making Sales Records Doz. **48.00**

No. 9909D—CHEYENNE WONDER, most attractive style in Gabardine with contrast piping on collar and center. Colors: royal/gold, black/white, gold/maroon and reverse colors. Sizes 14 to 16. Packed 1/3 dz. Doz. **48.00**

JOEL ISAACS SHIRT CO., INC. • 1200 BROADWAY • NEW YORK 1, N. Y.

SIX STAR Round-up of BOY'S WESTERNS

"LONE RIDER" SHIRTS by Cowboy Joe

No. 3704D—PEPPERELL BLUE DUDE DENIM in special light weight finish. Double stitch bib. White ivory metal rim snap buttons. Sizes 6 to 14. Packed 1/3 dz. 1 size.
Big Seller, Big Value. Doz. **30.00**

No. 9704D—Same in MENS SIZES 14 to 17. Doz. **34.50**

No. 3909D—LONE RIDER two-tone Gabardine sport shirt, contrast collar, bib, flaps and cuffs. White ivory metal rim snap buttons. Colors: black/white, royal/gold, gold/brown and reverse colors. Sizes S.M.L. Packed 1/3 dz. 2 each color. Doz. **36.00**

No. 3041D — BUCKAROO JOE. Two-tone vat dye Broadcloth. Contrast piping on collar, cuffs, pockets and bib. Double buttoned flap pockets. Colors: royal/gold, black/white, gold/brown and reverse colors. Sizes S.M.L. Packed 1/3 dz. 2 each color. Doz. **24.00**

No. 3509D — QUICK TRIGGER JOE. Two-tone SATIN special. Contrast yoke, bib and pocket flaps. Colors: royal/gold, black/white, maroon/grey and reverse. Sizes S.M.L. Packed 1/3 dz. 2 each color.
Constant Seller Doz. **36.00**

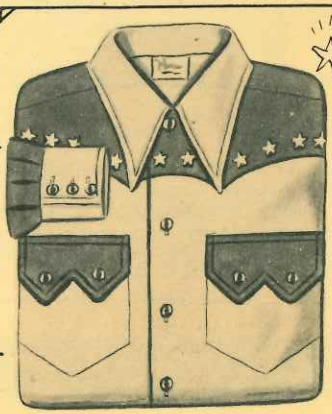
COWBOY SHIRT KING

BOYS SIZE SCALE

(S 6-8) (M 10-12) (L 14-16)

For SQUARE DANCES . . . RODEOS

No. 3650D — ROUND-UP. Two-tone vat dye Broadcloth. Two inserted pockets, contrast piping. Colors: black/white, royal/gold, gold/brown and reverse colors. Sizes S.M.L. Packed 1/3 dz. 2 each color.
Unbeatable Doz. **24.00**



No. 3600D—LONE STAR SPECIAL. Two-tone vat dye Broadcloth. Gold plated stars on bib. Contrast yoke, bib and pocket flaps. Colors: royal/gold, black/white, gold/brown and reverse colors. Sizes S.M.L. Packed 1/3 dz. 2 each color.
Great Leader Doz. **24.00**

Cowboy Joe

1200 BROADWAY

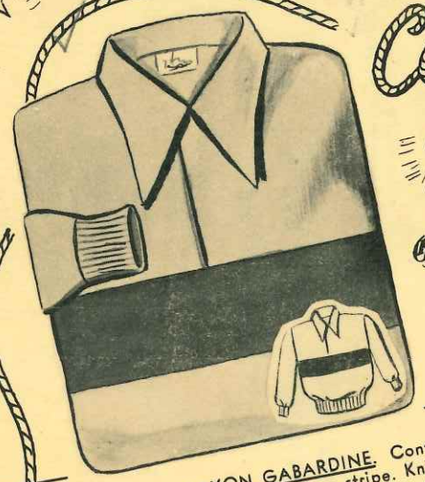
NEW YORK 1, N. Y.

COWBOY JOE'S WESTERNS in great demand throughout the Nation

XD 2/208

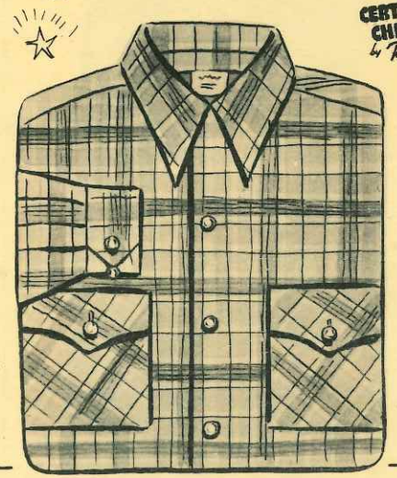
Cowboy Joe's

25TH ANNIVERSARY SPECIALS...GREATEST NOVELTY SHIRT SUCCESSES



Gabardine For Excellence by Regent

No. 512D—SPUN RAYON GABARDINE. CHEST STRIPE with inset pocket on stripe. Contrast bottom and cuffs. Colors: grey body/maroon stripe, tan/brown, wine/grey. Sizes: S.M.L. Packed 1/3 dz. solid color. Exceptional Value **Doz. 30.00**

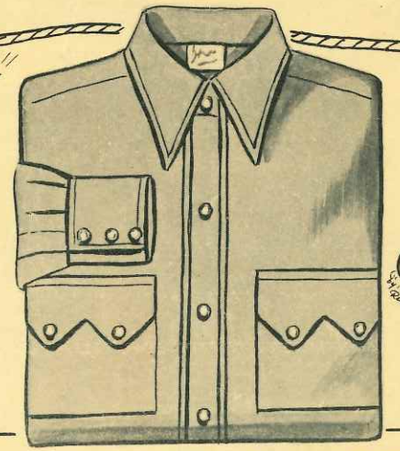


CERTIFIED CHECKS by Regent

No. 200D — CERTIFIED CHECKS. Woven Rayon in colorful plaids. Two button-down flap pockets, two button arrowhead cuffs. A dandy shirt going great. Colors: blue, green, maroon, brown. Sizes: S.M.L. Packed 1/3 dz. asst. **Doz. 36.00**

El Magnifico by Regent

No. 970D—EL MAGNIFICO Spun Rayon Gabardine. Saddle stitched collar and pocket flaps. Self CLOTH COVERED shank buttons to match. Colors: grey, lt. green, royal, rust, forest green, maroon. Sizes S.M.L. Packed 1/3 dz. solid color. **Doz. 34.50**



Cowboy Joe by Regent

No. 6200D — COWBOY JOE — WESTERN GAMBLER Spun Rayon Gabardine. White ivory metal rim SNAP BUTTONS. Colors: grey, tan, blue, wine, forest green, navy, black. Sizes 14 to 17. Packed 1/3 dz. solid color (asst. sleeve lengths). **Doz. 39.00**

No. 6105D—LAS VEGAS Spun Rayon Gabardine. 2 button-down flap pockets, 3 button cuffs. Colored IVORY BUTTONS. Colors: black, navy, maroon, brown, tan, forest green, grey. Sizes 14 to 17. Packed 1/3 dz. solid color. **Doz. 28.50**

The DAZZLER Rayon by Regent

No. 7640D—DAZZLER SATIN from the Satin King. Western Gambler model. Colors: gold, royal, maroon, kelly green, black. Sizes 14 to 16. Packed 1/3 dz. solid color. **Doz. 30.00**

No. 907D—EL HABANA SATIN Sport Shirt. Same colors. Sizes S.M.L. Packed 1/3 dz. solid color. **Doz. 30.00**

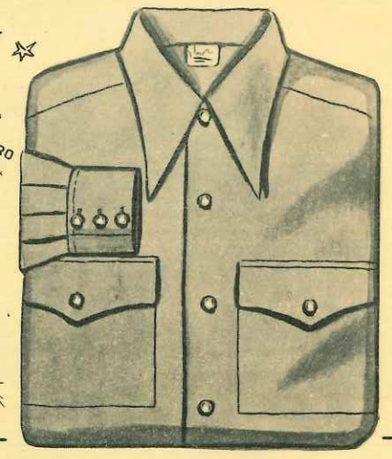
Newest Exclusive

Fiesta by Regent

No. 960D—Newest Exclusive . . . FIESTA EMBROIDERED LUANA. Gay multicolor embroidery on collar and pocket flap. Two button arrowhead cuffs. Pastel Colors: tan, grey, blue, green. Sizes S.M.L. Packed 1/3 dz. solid color. **Doz. 31.50**

Sturdy Shirt by Regent

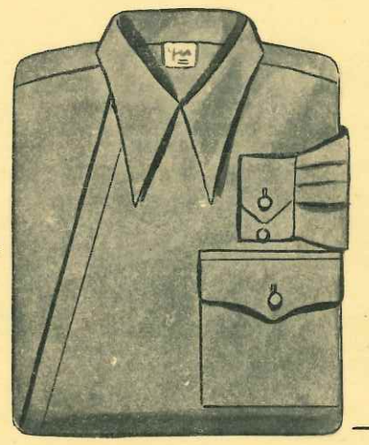
No. 7500D—SWING STRIPE Satin Stripe Crepe. California collar, two flap pockets, three button cuffs, colored ivory buttons to match. Pastel Colors: green, blue, grey also black. Sizes 14 to 17. Packed 1/3 dz. solid color. *Sure Fire Seller* **Doz. 30.00**



CABALLERO Spun Rayon by Regent

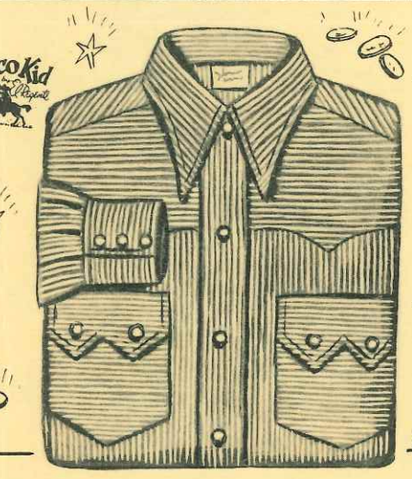
No. 1200D—CABALLERO Spun Rayon Gabardine Long Sleeve sport shirt. White ivory metal rim SNAP BUTTONS, 3 button cuffs. Colors: grey, tan, wine, forest green, royal, black, lt. green, blue. Sizes S.M.L. Packed 1/3 dz. solid color. **Doz. 36.00**

No. 1260D—Same in LUANA. Pastel Colors: tan, blue, grey, green. *Sales Repeater* **Doz. 36.00**



GABARDINE Spun Rayon by Regent

No. 8526D — ZIPPEROO. Spun Rayon Gabardine with diagonal zipper. Colors: grey, maroon, forest green, blue, maize, tan, navy, black. Sizes S.M.L. Packed 1/3 dz. solid color. *Big Seller* **Doz. 30.00**



Cisco Kid by Regent

No. 9764D — CISCO KID Russian Cord Woven Rayon. White pearl metal rim snap buttons. Colors: black, grey, green, brown. Sizes 14 to 16. Packed 1/3 dz. solid color. **Doz. 48.00**

Making Sales Records From Coast-To-Coast

Round-up Extra Sales
MAIL YOUR ORDER TODAY
Ring up those Profits!

Illustrated Colorful New Display Cards with order

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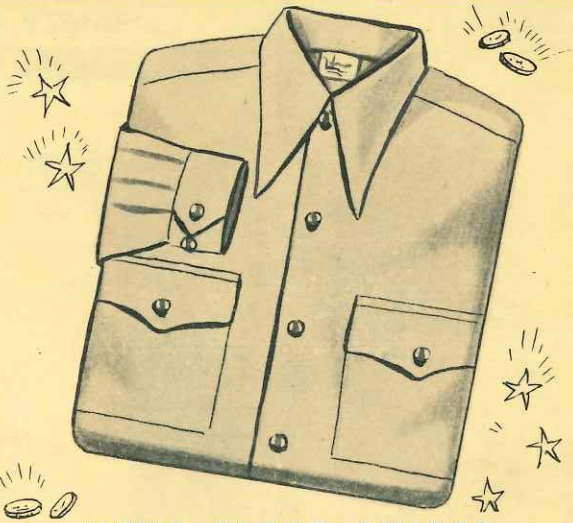
NOBODY BUT NOBODY CAN BEAT COWBOY JOE'S TERRIFIC VALUES



MEN'S SPORT SHIRTS

LONG SLEEVES . . . 2 BUTTON ARROWHEAD CUFFS . . . 2 BUTTON-DOWN FLAP POCKETS. EXTENSION LOOP UNDER COLLAR. PLEATED SLEEVES. UP-TO-THE-MINUTE STYLING.

SIZES S.M.L. Packed 1/3 dz. Solid Color.

No. 800D—NYLON & ACETATE a Burlington Mills fabric. Pastel shades blue, tan, grey, green, white. Doz. **39.00**

No. 742D—SPUN RAYON GABARDINE. Colors: forest green, brown, maroon, navy, black. Pastel shades grey, tan, blue, green, maize, apricot, pink, lavender. Doz. **24.00**

No. 803D — AMERICAN EAGLE CREPE. Pastel shades maize, tan, grey, lavender, rose-wine, pink, blue, lt. green, royal blue, white. Doz. **24.00**

No. 810D—TRURAY FUIJI. Latest pastel shades maize, green, blue, pink, lavender, tan, grey, white, also black, navy, maroon, brown. Doz. **24.00**

No. 934D—BRESLIN LUANA. Pastel shades maize, grey, blue, tan, green, pink, lavender, grey. Doz. **24.00**

No. 900D — AMERICAN ROSE RADIUM MULTIFILAMENT CREPE a Burlington Mills fabric. Pastel shades tan, green, blue, gold, white. Doz. **30.00**

No. 951D — SHEER DIAMOND DARBY CREPE. Pastel shades blue, tan, green, grey, white. Doz. **28.50**

SHORT SLEEVE SPECIAL

No. 70D — TRURAY FUIJI. Pastel shades bamboo, tan, blue, grey, white. Doz. **22.50**

JUST ARRIVED . . . RED HOT

No. 250 — QUARTER SIZE WHITE POLKA DOT on Pastel Printed RAYON CREPE. Colors: royal, gold, kelly, rust, grey, maroon, forest green. Doz. **36.00**

YOUR MAIL ORDERS WILL RECEIVE OUR BEST ATTENTION

1925 TWENTY-FIVE YEARS OF 1950

Novelty Shirt Supremacy

JOEL ISAACS SHIRT CO. INC.

The Novelty Shirt House of America

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